



Docket No.: 559442004400  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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In re Patent Application of:  
Mike CRISTOFALO et al.

Application No.: 09/834,500

Confirmation No.: 5803

Filed: April 12, 2001

Art Unit: 3622

For: SYSTEM AND METHOD FOR TARGETING  
OBJECT ORIENTED AUDIO AND VIDEO  
CONTENT TO USERS

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Examiner: Daniel Lastra

**AMENDMENT UNDER 37 CFR 1.111**

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**INTRODUCTORY COMMENTS**

In response to the non-final Office Action dated May 4, 2006, please amend this application as follows.

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks** begin on page 13 of this paper.